GARY DREXLER PRODUCT MANAGER MBA

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Customer focused Product Manager using design thinking and technology to solve complex problems.

EXPERIENCE

DU MBA CONSULTING –*Business Strategy and Product Management Consulting Group* Sep '19 – June '21

Product Management Consultant

- Led the problem validation, testing, and development for a B2C on-demand errand delivery platform, which won the University of Denver startup and pitch competition.
- Identified gaps in product sales analytics for Zayo, increasing customer lifetime value by 31%.
- Created a go-to-market strategy and product innovations for Bona's B2C expansion into Japan.
- Built out business concept and product launch roadmap for an online subscription board game platform, resulting in 50 signups for notification at time of launch.

MEEPLEFIX – *Product Management MBA Summer Internship* – Denver, CO May '20 – Jan '21

Product Manager and Co-Founder

- Managed product ideation and prototype testing to validate product market fit and interviewed over 40 potential customers to develop a go-to-market strategy.
- Launched the MVP and gained 12 monthly recurring paying customers in the first two weeks.
- Designed the UX and UI for company website and the physical product experience.
- Performed weekly hypothesis testing and customer interviews resulting in a monthly user growth of 25%.

NEO STUDIO – *Architecture firm* – Denver, CO March '18 – August '19

Product Manager, Architect

- Led a cross-functional team of engineers, designers, and marketers for a $300M budget project, managing both short- and long-term product schedules.
- Increased profit margins by 12% by implementing Agile methodology for product validation and design.
- Developed and tracked project metrics and KPI's to identify key areas for process improvement.

JOHNSON NATHAN STROHE – *Architecture firm* – Denver, CO May '14 – March '18

Product Manager, Architect

- Completed 4 new projects in 3 years from conception through launch generating $2M in revenue.
- Defined prioritizations for project and client feature requirements to meet company strategy and goals.
- Implemented internal technical product development solutions including Virtual Reality, 3D printing, and design software, resulting in a 5% increase in revenue year over year.

EDUCATION

UNIVERSITY OF DENVER, DANIELS COLLEGE OF BUSINESS – MBA GPA 3.99 - Top of Class June 2021

- Beta Gamma Sigma International Business Honors Society
- Product Management and Brand Management Concentrations
- Chosen to be the Entrepreneurship & Product Management Teaching Assistant

SYRACUSE UNIVERSITY – BACHELOR OF ARCHITECTURE May 2014

- Magna Cum Laude, Dean's List
- International Study: London – Art and drawings featured in Digital Hybrid Museum Exhibit

KEY SKILLS

Product & Design: Prototyping, User Experience Design, UI Mockups, User Interviews, Data Analytics, Market Research, Product Planning, Go-to-market Strategy, User Stories, Hypothesis Testing

Technical Skills: Agile, Waterfall, SQL, Tableau, PowerBi, Sketch, Adobe Creative Suite, Google Analytics
Familiar with JavaScript, Python, R, HTML, and CSS

HONORS

- 2020 National Kidney Foundation Patient Advocate Award Recipient
- 1st Place – 2019 DU MBA Entrepreneurship Startup Challenge
- 2014-2018 Denver Elementary Schools Design and Engineering Teaching Volunteer